EPSON®
EXCEED YOUR VISION

BUSINESS INKJET SOLUTIONS

FOR TODAY'S OFFICE ENVIRONMENT

The Office Printing Market Today…and Tomorrow

Office Printing: A Market in Transition

Market Summary

- Industry consolidation between the printer and copier industries has created an ultra competitive environment

- While the enterprise hardware market is peaking with limited new printer placements, the small and medium business (SMB) market is a prime target for growth with new placements for color printers

Category Summary

- As the office printing market has matured, advancements in ink and laser printing, workflow solutions and business models have continued

- Inkjet technology has evolved and will cause some market disruption by offering affordable color printing for SMBs and small workgroups
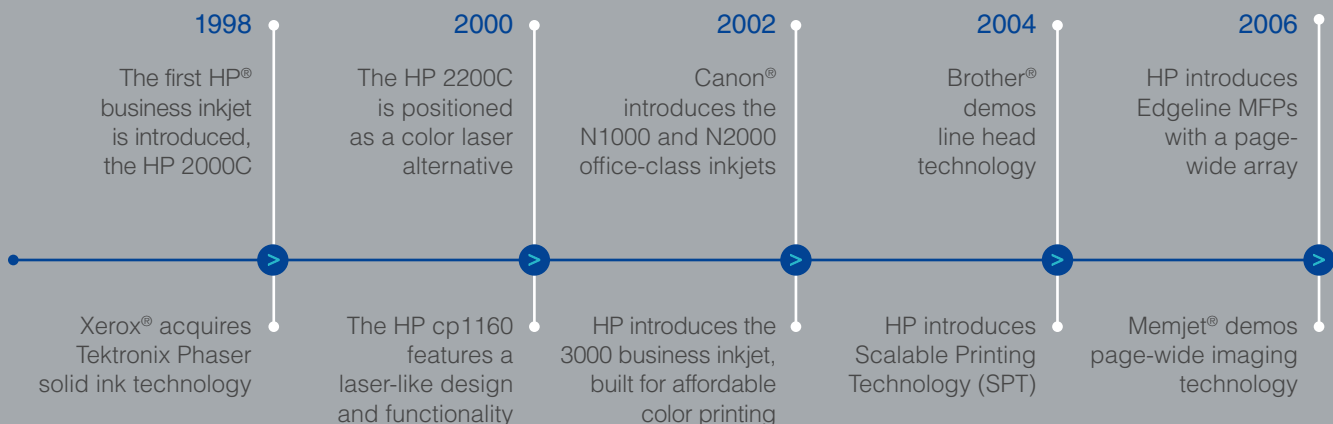
Product Consolidation

- Letter/Legal (A4) and Tabloid (A3) copiers and printers are converging with Managed Print Services (MPS)

- Inkjets and lasers are increasingly co-existing in the office, with solutions differentiated by various software

Business Model Evolution

- Vendors and resellers are marketing to SMB with many options to purchase printers, including leasing, click-charge and MPS solutions

- With new printer acquisition contract options, IT and business managers jointly affect the product purchase decision

Source: IDC, 2017*

The Evolution of Office Inkjet Technology | 20 Years of Inkjets

1998
The first HP® business inkjet is introduced, the HP 2000C

Xerox® acquires Tektronix Phaser solid ink technology

2000
The HP 2200C is positioned as a color laser alternative

The HP cp1160 features a laser-like design and functionality

2002
Canon® introduces the N1000 and N2000 office-class inkjets

HP introduces the 3000 business inkjet, built for affordable color printing

2004
Brother® demos line head technology

HP introduces Scalable Printing Technology (SPT)

2006
HP introduces Edgeline MFPs with a page-wide array

Memjet® demos page-wide imaging technology

How **Inkjet Technology** Will Disrupt the Laser Printer Market.

Costs

- Inkjet printers have lower costs for supplies, printing and service than comparable laser printers

Imaging

- In an inkjet printer, paper (media) does not touch the ink delivery system (print mechanism)
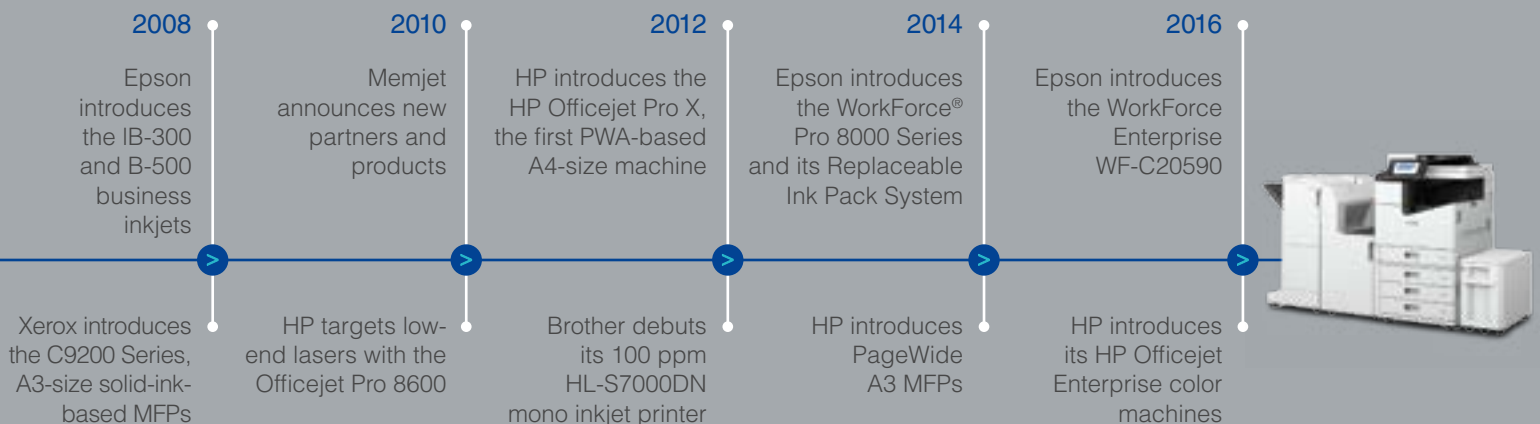- Inkjet printers support a broader range of paper types

Serviceability

- Inkjet printers are less complex, with fewer break points and serviceable parts
- Inkjet printers are reliable and designed for business applications

Sustainability

- Inkjet printers offer lower energy consumption because they don't need heat to melt toner at high print speeds
- Inkjet printers produce less waste than comparable laser printers because there are fewer imaging components to replace
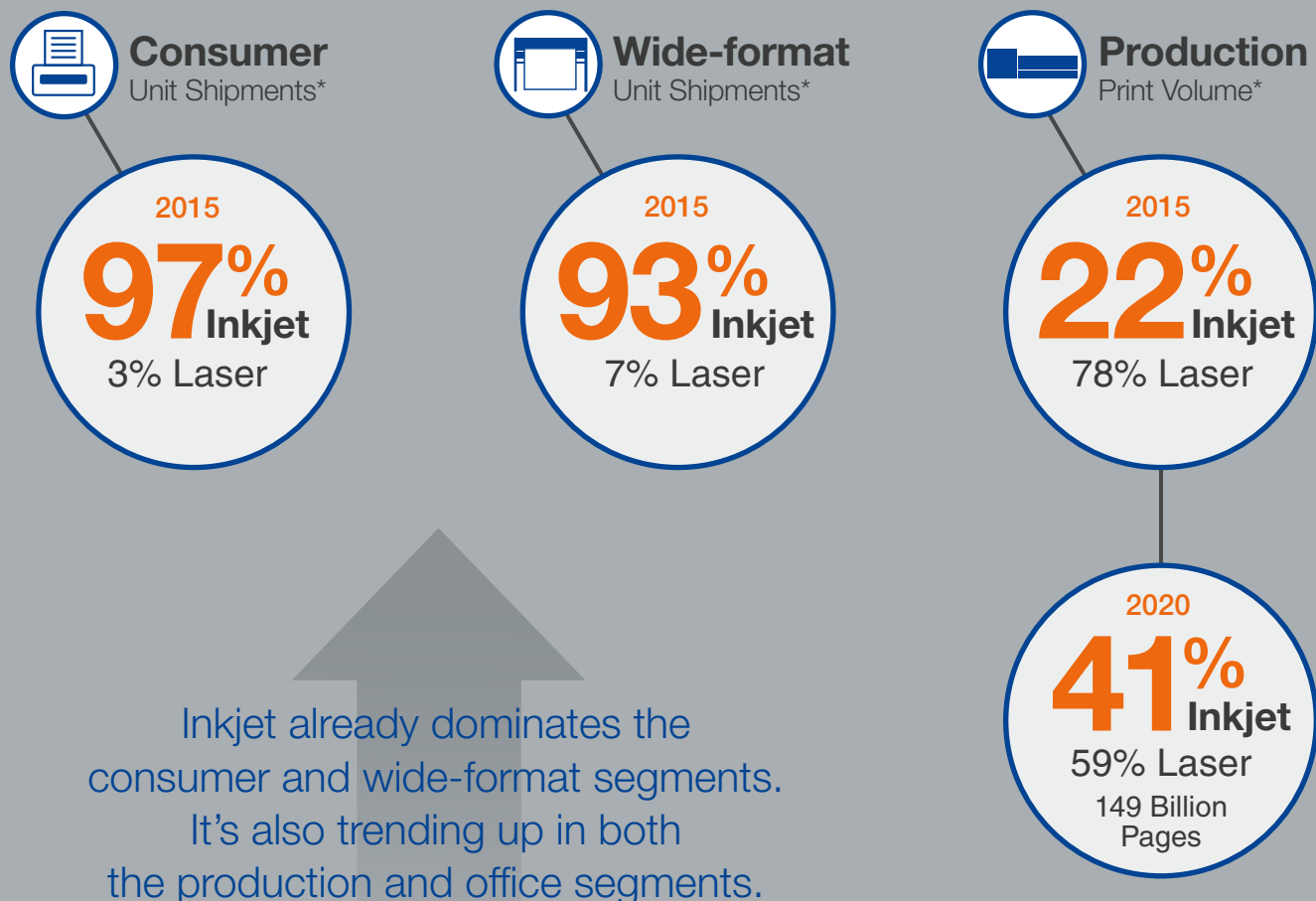
Source: IDC, 2017*

2008	2010	2012	2014	2016
Epson introduces the IB-300 and B-500 business inkjets	Memjet announces new partners and products	HP introduces the HP Officejet Pro X, the first PWA-based A4-size machine	Epson introduces the WorkForce® Pro 8000 Series and its Replaceable Ink Pack System	Epson introduces the WorkForce Enterprise WF-C20590
Xerox introduces the C9200 Series, A3-size solid-ink-based MFPs	HP targets low-end lasers with the Officejet Pro 8600	Brother debuts its 100 ppm HL-S7000DN mono inkjet printer	HP introduces PageWide A3 MFPs	HP introduces its HP Officejet Enterprise color machines

Inkjet Technology is Gaining vs. Laser in All Markets

Inkjet: Penetration by Market Segment

Inkjet Wins Once Established in a Market*

- ▶ Inkjet is the market standard in consumer and wide-format shipments
- ▶ Inkjet is doubling in production print volume — from 22% to 41% by 2020

Consumer
Unit Shipments*

2015
97%**Inkjet**
3% Laser

Wide-format
Unit Shipments*

2015
93%**Inkjet**
7% Laser

Production
Print Volume*

2015
22%**Inkjet**
78% Laser

2020
41%**Inkjet**
59% Laser
149 Billion
Pages

Inkjet already dominates the
consumer and wide-format segments.
It's also trending up in both
the production and office segments.

Conclusion:
Why Inkjet, Why Now?

Inkjet Will Win in the Office

- Inkjet is already 48% of office printer shipments, including Small Office
- By 2020, Inkjet will grow to over 60% of office shipments, with the growth coming from workgroups and SMB

Office
Unit Shipments*

2015
48%**Inkjet**
52% Laser

2020
60%**Inkjet**
40% Laser
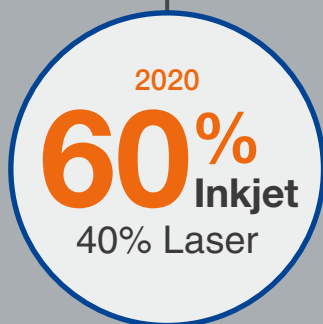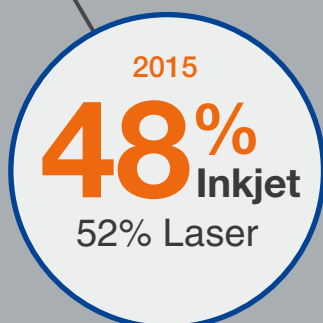
Growth expected from
workgroup color printers/MFPs.

Market Forces Create the Perfect Environment for Office Inkjets

- Disruptive technology
- Solutions-enabled
- Disruptive business models
- Affordable, everyday color printing

* Source IDC, 2017 (Based on extrapolation from IDC Inkjet Forecast data, includes SOHO and SMB Market) — Consumer Unit Shipments: IDC Worldwide Single-Function Printer Forecast, 2016–2020, IDC Worldwide Multifunction Peripheral Forecast, 2016–2020; Wide-Format Unit Shipments: IDC North America Large-Format Printer Market Shares, 2015; Production Print Volume: IDC U.S. Production Page Volume Forecast 2016–2020; Office Unit Shipments: IDC Worldwide Single-Function Printer Forecast, 2016–2020, IDC Worldwide Multifunction Peripheral Forecast, 2016–2020

Epson is a Technology Leader
in Multiple Market Categories

Areas of Innovation

Inkjet Innovation

- High-speed line head printing
- Digital production press
- Digital textile printing

PRECISION**CORE**

Visual Innovation

- Advanced, high-brightness projectors combining 3LCD and dual laser light source
- Smart glasses for augmented reality (AR) and sensing

3LCD

Robot Innovation

- Integration of core technologies with sensing and AI technology
- Automated warehouse, manufacturing and service robots
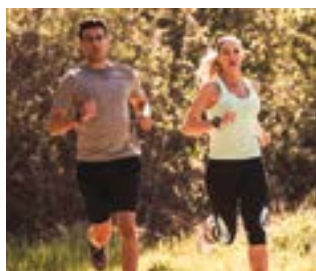
Wearables Innovation

- Precision wearables for health and sports
- Combining timekeeping technologies with emerging sensing technologies to create new platforms

Market Leadership Positions

#1 or #2 in all Major Markets in Which We Compete[1]

- ❯ We focus on long-term innovation and market leadership
- ❯ We own our technology — from the patent stage all the way through manufacturing
- ❯ We work to integrate our products with relevant partners — for a comprehensive solution

Large-format Graphics Printers	Business Projectors	POS Printers
#1	#1	#1

Dot Matrix Printers	SCARA Robots	Education Projectors
#1	#1	#1

Home Theater Projectors	Photo Scanners	Interactive Projectors
#1	#1	#1

Supertank Printers	Desktop Printers	Photo Printers
#1	#2	#1

1 Market share estimates based upon NPD, IDC, IHL, PMA-Americas Projector Census Revenues (excluding Pico and D-cinema) and Epson America data for 2017.

Epson's Broad Office Printer Portfolio for Diverse Needs

Why Epson® Office Printers?

Products for Business Needs

- Monochrome and color ink cartridge printers — for remote office and desktop printing
- Replaceable Ink Pack System — printers and MFPs with high-yield ink packs require fewer interventions
- WorkForce Enterprise — PrecisionCore® Line Head color printer for workgroup and department printing

Printing Convenience

- High-yield ink supplies — reduce downtime for supplies out errors and reduce costs for supplies storage
- Lower printing costs compared to comparable color laser printers

Fully-capable Managed IT Printer

Epson solutions meet IT managers' requirements for networked devices

SPECIFICS:

- Easy network setup — remote and Universal drivers
- PCL^2/PostScript® available on key models
- Open Platform for ISV customization
- Epson Device Administration
- MPS compliant: PrintFleet, FMAudit, Print Audit
- Security printing, SSL compliant
- LDAP (looks at data sheet for other network issues)
- Letter and Tabloid options available
- Auto paper sensing

**WorkForce Enterprise
WF-C20590**

Managed IT Portfolio

Mono Inkjet

> Affordable, small-footprint printers and MFPs for general office printing

> High yields: Up to 10,000 pages black**

> Cost savings: Lowest cost monochrome printing in its class[3]

Color Inkjet

> Affordable, small-footprint printers and MFPs for SMB and corporate desktop

> High yields: WorkForce Pro 6000 and 8000 Series printers deliver up to 10,000 pages black/7,000 color**

> Cost savings: WorkForce Pro 5000 and 6000 Series printers feature up to 50 percent lower printing costs vs. color laser[4]

Replaceable Ink Pack System

> Epson's most convenient printers and MFPs with high yields and affordable operating costs

> High yields: WorkForce Pro WF-C869R delivers up to 86,000 pages black/84,000 color**

> Cost savings: WorkForce Pro R5000 Series printers feature up to 80 percent lower printing costs vs. color laser[5]

Enterprise Inkjet

> Epson's new innovative high-speed color printer for SMB and department printing

> Advanced PrecisionCore Line Head Technology delivers both speed and professional-quality output

> Solutions: Finisher and high-capacity input accessories available

WorkForce Enterprise WF-C20590
A3 Color Multifunction Network Printer

Key Innovations

⊙ **Breakthrough print speed** — short paper path allows print speeds up to 100 ISO ppm (black/color) simplex, 100 ipm (black/color) duplex[†]

⊙ **DURABrite® Pro fast-drying pigment ink** — formulated for higher speed printing, it delivers professional-quality text and brighter colors

⊙ **PrecisionCore Line Head Technology** — no-heat print technology allows device to work with standard 110 V outlets for easy office installation — no electrical retrofitting required

Same print technology as the Epson Industrial Level Commercial Inkjet Label Printers
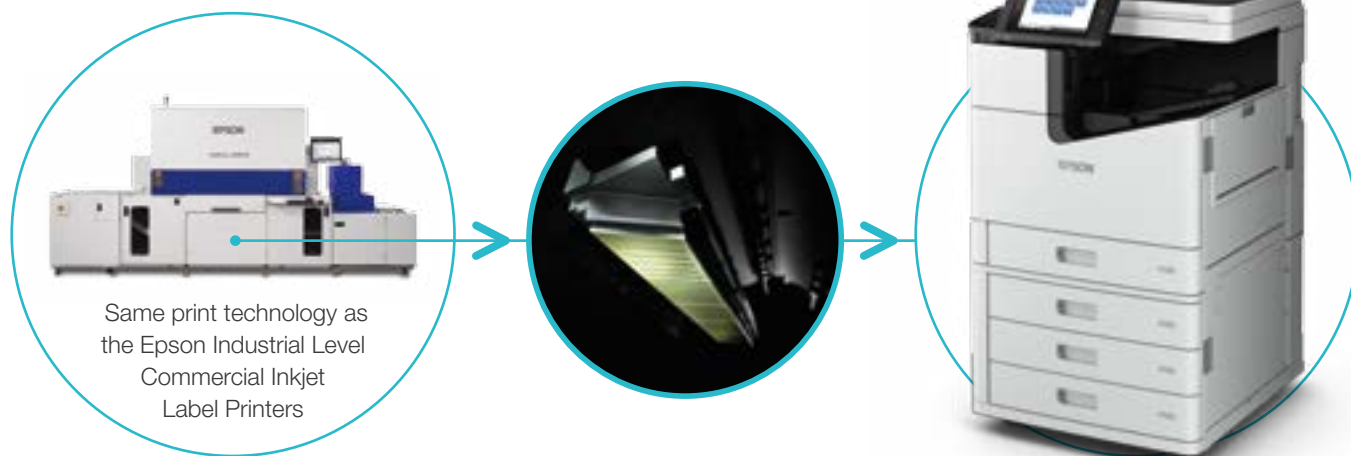
Leveraging the same PrecisionCore Line Head Technology found in our large-scale commercial inkjet label printers, the WorkForce Enterprise WF-C20590 delivers fast printing and superior-quality results with next-generation inkjet technology for SMB or department needs.

PRECISIONCORE

High Print Speeds ①

100 ISO ppm (black/color) simplex,
100 ipm (black/color) duplex†

② **Low Power Consumption**

Operates on standard 110 V power with
Finisher; no electrical retrofitting required

③ **Simple Mechanism**

Easy access to clear paper jams;
simple, cool, contactless technology

Key Benefits

④ **Print Quality and Consistency**

Enhanced DURABrite Pro Ink and
Nozzle Verification Technology

Less Waste ⑥

High-capacity supplies
reduce waste

⑤ **Ease of Use/Control Panel**

9-inch application-centric control
panel for easy operation

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Epson Business Solutions

Epson is a leading provider of innovative technology solutions that help businesses succeed.
We partner with you to best meet your specific needs, focusing on:

- Improved productivity

- World-class customer service and support

- Cost-effective, high-quality solutions

- A commitment to the environment

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